

SIGNAGE MASTER PLAN STANDARD

What is a Signage Master Plan?

A signage master plan is a document created by the building owner or representative that explains and illustrates where signs may be placed on the building. The Plan addresses location, size, materials and other facets of the signage.

Why do I need a Signage Master Plan?

Multi-tenant buildings in any of the Commercial Revitalization Districts are required to develop a signage master plan before signs can be placed on the building. Once the Design Review Committee approves the Signage Master Plan the building owner is free to place or replace signage as needed (with the proper permits issued by the Permit Department.)

What are the advantages to having a Signage Master Plan approved?

To save you time and money. Once the Signage Master Plan is approved by the Design Review Committee, Urban Design staff will be able to process sign permits without seeking the approval of the Design Review Committee for each sign thereafter. Also, if a new tenant moves into the building they will be allowed signage outlined in the Signage Master Plan without going to the Design Review Committee for approval.

What information is in a Signage Master Plan?

Generally there are 6 categories that need to be addressed in a Signage Master Plan:

- 1. Parapet or Roof Level Signage:** this is a sign or signs attached to the parapet of the building.
- 2. Upper Level Sign:** in lieu of Parapet or Roof Level Signs, a building owner may propose to have Upper Level Signage. This is typically a blade or projected sign that is placed vertically on the building façade.

- 3. Retail Sign Band:** Buildings with ground level commercial tenants may propose to place signage along the sign band of the building. This is typically the most common type of signage.
- 4. Projecting Sign:** this is a sign that is placed perpendicularly to the building's face and is used to identify tenants within the building to pedestrians. This sign is typically placed between the first and second levels. Projecting signs may require a right-of-way use agreement from the City.
- 5. Pedestrian Level Signs:** this is a sign geared towards the pedestrian. These signs are typically window graphics or flat panels showing the business logo or name.
- 6. Customer Information:** this is signage located near the door that displays hours of operation, address, or other information.



For each sign, the plan should address where the sign is placed; size; materiality, method of attachment; and how the sign fits with the architecture of the building.